MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2021/2022

DBS5624 – ELECTRONIC BUSINESS

(All sections/Groups)

15 AUGUST 2022
9.00 a.m – 11.00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 2 pages.
2. Attempt **ALL** questions. The distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

Structured Questions (100 Marks)

QUESTION 1

(a) Provide **FIVE (5)** benefits of the electronic job market for each of the following parties:
(i) Job seekers. (5 marks)
(ii) Employers. (5 marks)

(b) Briefly explain the following terms:
(i) Disintermediation. (2 marks)
(ii) Reintermediation. (2 marks)

(c) What is channel conflict? (2 marks)

(Total: 16 Marks)

QUESTION 2

(a) Define e-government. (2 marks)

(b) List and describe **FOUR (4)** categories of e-government and provide **TWO (2)** activities for each category. (16 marks)

(c) What is learning management system (LMS) and identify the LMS used by Multimedia University? (4 marks)

(Total: 22 Marks)

QUESTION 3

(a) List **FIVE (5)** characteristics of m-commerce. (5 marks)

(b) Provide **FIVE (5)** barriers to location based m-commerce. (5 marks)

(c) Give **THREE (3)** typical mobile devices used in a warehouse. (3 marks)

(d) List **FIVE (5)** challenges of a mobile workforce support. (5 marks)

(Total: 18 Marks)

Continued ...

QUESTION 4

(a) Define crowdsourcing. (2 marks)

(b) Identify **SIX (6)** processes of crowdsourcing. (6 marks)

(c) List the **SEVEN (7)** dimensions of virtual worlds. (7 marks)

(d) Provide any **FIVE (5)** benefits of social commerce to retailers. (5 marks)

(Total: 20 Marks)

QUESTION 5

(a) Define:
(i) Payment card. (2 marks)
(ii) E-micropayment. (2 marks)

(b) Suggest **THREE (3)** types of payment cards can be used for online payment. (3 marks)

(c) What are the **THREE (3)** basic configurations for processing online payments? (6 marks)

(d) Define smart card and explain any **TWO (2)** types of smart cards. (6 marks)

(e) State **FIVE (5)** basic micropayment models that do not depend solely or directly on credit or debit cards. (5 marks)

(Total: 24 Marks)

[Total: 100 MARKS]

End of Paper